

# PARKS, FAIRS & ATTRACTIONS

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## Universal Beijing Resort unveils park experiences within forthcoming resort

BEIJING — Universal Beijing Resort unveiled details of multiple entertainment experiences which will be available for guests at its expansive destination resort.

The resort will feature the Universal Studios Beijing theme park, Universal CityWalk Beijing and two hotels, the Universal Studios Grand Hotel and the NUO Resort Hotel.

The Universal Beijing Resort experience is unique to China, it will represent a collection of Universal's popular attractions from around the world as well as specially themed experiences reflecting China's rich cultural heritage. A waterway connects all key locations. Guests will enter the CityWalk entertainment complex and approach the Universal Grand Hotel, which will serve as the gateway to the entire park. Once inside, seven immersive and expansive, themed lands will unfold around a central lagoon.

"We and our local partners, including Beijing Tourism Group, are creating one of the most magnificent theme park destinations ever built — right here in Beijing," said Tom Mehrmann, president and general manager

of Universal Beijing Resort. "It is the fruit of co-creation, merging Universal's decades of global theme park experience with our partner's deep insights on China. Over 100,000 constructors, more than 500 designers and artists, and more than 500 suppliers and partners from around the world jointly will make the project possible."

The seven themed lands include Kung Fu Panda Land of Awesomeness, Transformers Metrobase, Minion Land, The Wizarding World of Harry Potter, Jurassic World Isla Nublar, Hollywood and Waterworld. In typical Universal theme park fashion, these lands will be at the heart of the guest experience and will bring some of popular films' and pop culture's most compelling stories and characters to life.

Anchoring each section will be a blend of unique and familiar main attractions. The unique flume ride Kung Fu Panda Journey of the Dragon Warrior; the Decepticoaster roller coaster; the interactive Despicable Me Minion Mayhem; the popular Harry Potter and the Forbidden Journey; and turbulent Jurassic World Adventure will provide the centerpiece for

each themed-area, respectively.

With 24 shows and entertainment experiences, Universal Beijing Resort hopes to blur the lines between stage and cinema in first-ever entertainment experiences utilizing live performers, interactive props and unique sets. Universal Beijing Resort unveiled two unique shows in its announcement: Lights, Camera, Action! featured in Hollywood Boulevard and Waterworld Stunt Show. With work from world-renowned directors, Zhang Yimou and Steven Spielberg, Lights, Camera, Action! merges both Western and Eastern popular culture, leading guests into the behind-the-scenes glitz and glamour of film special effects. In the Waterworld Stunt Show, guests will join in an immersive adventure and experience a thrilling water battle that gives them an up-close look at the stunt show of water motorboats, high-dives, gunfire, explosions, as well as a plane crash.

"This is a story of designers of different cultures thinking and working together to collaborate, impact and co-create," said John Gentile, senior director & executive producer of Universal Parks and Resorts.



The Universal Studios Grand Hotel will serve as the gateway for guests to the forthcoming Universal Studios Beijing. COURTESY UNIVERSAL PARKS AND RESORTS



A Zierer Wave Swinger is one of four rides the company supplied to Ticiland, a new Swiss theme park near the German border. COURTESY ZIERER

## Four Zierer attractions open with new Ticiland park

STEIN AM RHEIN, Switzerland — Ticiland, a new indoor theme park opened to the public on October 10. Located in Switzerland, close to the German border, the first phase of the project included four Zierer rides. The company delivered a Wave Swinger, Family Tower, Kontiki and Force Two Family Coaster. The rides are perfectly suited for the new park which is targeted at families with young children. Completion of the second phase of the attraction — which includes the development of an adjacent outdoor area — is scheduled for next year.

Currently, Zierer has more amusement rides in production for facilities in Great Britain, Germany and Asia. The company's after sales team has been assisting with guidance and best practices regarding COVID-19 safety precautions as well as other service matters.

zierer.com



Zierer Force Two Family Coaster model opened with the park, giving the indoor facility a family roller coaster. The ride takes guests across a lake and past the themed rocks of Maggia. COURTESY ZIERER

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